SPECIAL EDITION
**INTERNET RETAILER'S
2015 BEST OF THE WEB**
Hot 100

Announcing the Best of the Web for 2015:
Internet Retailer's Hot 100 Online Retailers

Excellence is a tradition at Internet Retailer. With our eagerly anticipated "Hot 100" issue of *Internet Retailer* magazine released each December, we compile what our editors deem to be the world's best retail web sites of the year. We shine a spotlight on the web retailers that have made the greatest strides in engaging their customers with memorable e-commerce experiences in the past year—ones from whom other retailers can learn a great deal. All in all, it's our annual celebration of e-commerce innovation, a tribute to the web retailers that have successfully championed new ideas to better meet the needs of their customers and move the industry forward. Here e-commerce service providers highlight a selection of 2015 Hot 100 merchants that use their services.

Toys & Sporting Goods

TerryBicycles.com

Terry Bicycles packs product and category pages with information. That information-focused approach came about after the retailer learned that half of its site visitors landed on product pages from search or e-mail.

Shop.Reebok.com

Reebok's Design Your Own feature pushes the limits of shoe customization. Shoppers start by selecting one of more than 50 customizable shoe options for men or women, and can easily create a unique style by adjusting one of about 17 different layers of filters including graphics, overlays and accents.

Specialty

DarbySmart.com

Darby Smart, an e-retailer of do-it-yourself craft kits that launched in 2013, recruits designers through the web to come up with craft kit ideas. If its customer community likes the idea it votes them into production. It's a novel idea and one that can really only be done on the web. Investors see the site's potential too; Darby Smart's raised more than $7 million in funding so far.

Office Supplies & Electronics

Code42.com

Data backup service Code42 doesn't play on consumers' fear of a fried hard drive to show consumers how its services can save the day. Instead it focuses in a streamlined way on how consumers use and need their data reliably on an everyday basis and lets consumers connect the dots.